Communicative Aspects of Linguistic Evaluation

D. B. Olimova
National University of Uzbekistan, teacher
dilafruz5563793@gmail.com

Abstract: *The article discusses the ways of expressing evaluation in speech communication, the influence of a number of linguistic and non-linguistic features including social and psychological factors in actualization of evaluation. It is also argued that usage of evaluative means in the speaker's speech may also be due to the status characteristics of the addressee, the conditions in which communication takes place, the socio-ethical norms of speech behavior accepted in society.*

Keywords: *category of evaluation, linguistic and non-linguistic factors, psychological factors, status of interlocutor.*

INTRODUCTION

The category of evaluation finds its expression in the language system. Any semantic component is fixed in the meaning of a word as a result of its regular reproduction in the process of speech communication. The implementation of evaluation is largely determined by the semantics of evaluative words. At the same time, the presence of an evaluative meaning in a word does not yet reveal the whole complex picture of the expression of evaluation in the text. In specific conditions of speech realization, a positive assessment can be strengthened or weakened, interact with other elements of meaning in various ways, change its sign, undergo other modifications.

METHODS AND MATERIALS

The study of ways of expressing evaluation in speech communication allows not only to clarify the nature of the evaluative components of lexical units, but also to detect patterns of formation of occasional evaluativeness when a positive or negative assessment is transmitted using evaluatively neutral words. The analysis of the text material also makes it possible to determine contextual and extralinguistic factors that modify the linguistic evaluation in each case. Such an analysis assumes a comprehensive account of the pragmatic, psycholinguistic and sociolinguistic aspects of speech communication. It is noted that speech evaluation is unstable and varies depending on the nature of communication participants.

The variation of the evaluation sign in speech is pragmatically due to the influence of a number of non-linguistic factors, since different class and social positions, political affiliation and worldview give different evaluation of judgments, theories and ideologies. Such a feature of use in speech is characteristic not only for words naming political and ideological trends, movements, party affiliation of a person, but also for those lexical units that designate a person by his nationality and religion (American, Irishman,

Catholic, etc.). These words evoke various associations and emotions among members of society, among representatives of various social groups; when using words of this type, as a rule, their dictionary interpretation is forgotten.

The concept of "key", introduced by D. Himes, means the expressive and stylistic coloring of the speech act, and without this component it is almost impossible to study the evaluative variation of words in the text. The "key" takes into account the juxtaposition of such signs as serious - joking, polite - rude, etc. It can be signaled by both linguistic and paralinguistic means (for example, gestures, winking, etc.). The importance of taking into account this parameter of speech also lies in the fact that it "is often a reflection of the social situation - the role relations between communicants, their status, the situation".

It is also essential to take into account the specifics of the act of speech (speech event), since depending on its nature, the verbal behavior of the interlocutor changes.

DISCUSSION

From the above sociolinguistic models and the factors, it follows that when considering the social determinacy of linguistic phenomena, it is necessary first of all to take into account such a component of the communication situation as "participants in a communicative act". When people come into contact, they realize certain social relations (national, class, group, labor, family, interpersonal, etc.). The status is determined by the totality of such permanent social characteristics of the interlocutors as class affiliation to a social group, profession, level of education, age, gender, race, nation. The role relationships of communicants are set by the social situation and vary with it (boss - subordinate, teacher - student, father — son, husband and wife, buddy - buddy, etc.). Of course, the list of possible role relationships is not limited to the above; they can be very diverse.

The status characteristics of the participants of the communicative act and their role relationships are manifested in formal and informal situations. It is established that, "in contrast to normative situations in which the usual relations in communication between employees of official institutions and visitors are revealed, communication in non-normative situations is largely determined by the speaker's attitude to the interlocutor, the subject of speech, etc., which is often little predictable" [Chanysheva 1978, 221]. Social factors in one or another ratio can influence the choice of phonetic variants, grammatical forms, syntactic variants (individual words and phrases).

The use of evaluation nominations in the speaker's speech is directly dependent on his social and personal relations with the addressee, on the status of the latter. "We can be rude or polite, and the decision, to be one or the other may depend upon the social relationship with the person to whom we are speaking... The choice depends on whether we wish to be rude or not - and this relates to the status of the person addressed," notes F.Palmer [Palmer 1976, 36]. Orientation to the listener, to his status characteristics is especially clearly manifested when using emotionally-evaluatively-stylistically-marked nominations, the choice of which is regulated by the socio-ethical norms of speech behavior of the individual accepted in society.

Erwin-Tripp cites a dialogue between a white policeman and a black doctor:

"What's your name, boy?" the policeman asked...

"Dr. Poussaint, I'm a physician..."

"What's your first name, boy?.."

"Albin".

By using the word boy as an address to an unfamiliar adult, an American policeman thereby deliberately violated the rules of polite communication in society. This violation is based on the speaker's intentions - the intention to publicly insult the addressee, which the appearance of interlocutor causes an occasional negative evaluation of the lexical unit boy [Erwin-Tripp 1976].

The choice of the evaluative nomination in the speaker's speech can also be influenced by such a psychophysical factor as his physical condition. "Irritability and nervousness," V.D.Devkin points out, "may incline him to use mixed derogatory and abusive characteristics in harmony with his poor health" [Devkin 1979,27].

H.Bosmajan points out an interesting pattern of using the word lady in relation to a woman. "At first glance," he writes, "one might think that such an appeal to a woman is complimentary and desirable, but a more thorough study of the use of this linguistic unit shows that it turns out to be a linguistic "label" that conveys the idea of a woman's social insignificance" [Bosmajian 1974, 96].

R. Lakoff, who has studied the use of the word lady in professional terminology, comes to the conclusion that at least the following trend is currently observed in the speech of some members of the language team: the more insignificant the work is, the more likely it is that the woman performing it can be called lady. So, for example, cleaning lady is now almost the same generally accepted term as cleaning woman, and saleslady is like saleswoman. While woman doctor is the only "normal" (neutral-evaluative) language option for referring to a female doctor, calling her lady doctor means insulting, since thereby the speaker will express a condescending and derogatory attitude towards her [R. Lakoff is quoted from the book X.Bosmodjana].

RESULTS

Thus, summarizing the above, we note that the choice of positive-evaluative means in the speaker's speech is pragmatically conditioned. As a rule, it depends on such socio-psychological factors as the speaker's intentions, his physical and emotional state, his status characteristics (profession, nationality, social affiliation), his class and ideological interests, his social and personal relations with the addressee. The use of evaluative means in the speaker's speech may also be due to the status characteristics of the addressee, the conditions in which communication takes place, the socio-ethical norms of speech behavior accepted in society. Thus, under the influence of various reasons, the nature and ways of expressing evaluativeness in speech communication can vary widely.

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